

WHAT IS CLAIMED IS:

1. A method for a wireless communication network comprising:
obtaining preference information relating to a remote device; and
adjusting time-to-live (TTL) of at least one media content item based on the preference information.
2. The method of claim 1, further comprising receiving the preference information from the remote device.
3. The method of claim 2, wherein the preference information is received from the remote device after the remote device generates the preference information based on behavior data collected by the remote device.
4. The method of claim 3, wherein the behavior data is based on behavior usage of certain types of media content by the remote device.
5. The method of claim 2, wherein receiving the preference information from the remote device includes receiving user preferences specified by a user of the remote device.
6. The method of claim 1, further comprising identifying the media content items to be provided to the remote device before obtaining preference information relating to a remote device.
7. The method of claim 1, further comprising providing the media content items and corresponding TTL, including adjusted TTL, to the remote device.

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8. The method of claim 1, further comprising storing the preference information in a user profile.

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9. A wireless communication network for communicating with a remote device via a wireless communication link comprising:
 - a transceiver configured to obtain preference information relating to the remote device; and
 - a processor configured to adjust time-to-live (TTL) of at least one media content item based on the preference information.
10. The wireless communication network of claim 9, wherein the transceiver receives the preference information from the remote device.
11. The wireless communication network of claim 9, wherein the preference information is generated based on behavior data collected by the remote device.
12. The wireless communication network of claim 11, wherein the behavior data is based on behavior usage of certain types of media content by the remote device.
13. The wireless communication network of claim 10, wherein the preference information is based on user preferences specified by a user of the remote device.
14. The wireless communication network of claim 9, wherein the processor identifies the media content items to be provided to the remote device by the transceiver before obtaining the preference information relating to the remote device.
15. The wireless communication network of claim 9, wherein the transceiver provides the media content items and corresponding TTL, including adjusted TTL, to the remote device.

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16. The wireless communication network of claim 9, wherein the processor stores the preference information in a user profile.

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17. A method for a wireless communication network comprising:
providing a first media content item and a first time-to-live (TTL) associated with the first media content item to a remote device;
identifying a second media content item associated with the first media content item; and
determining a second TTL based on the first media content item.
18. The method of claim 17, further comprising providing the second media content item and the second TTL to the remote device.
19. The method of claim 17, wherein identifying a second media content item associated with the first media content item includes determining the first and second media content items are similar types of media content.
20. The method of claim 17, further comprising determining whether the first media content item is still active.
21. The method of claim 17, further comprising identifying media content items to be provided to the remote device before providing the first media content item and the first TTL to the remote device.

22. A wireless communication network for communicating with a remote device via a wireless communication link comprising:

a transceiver configured to provide a first media content item and a first time-to-live (TTL) associated with the first media content item to the remote device; and

a processor configured to identify a second media content item associated with the first media content item, and to determine a second TTL based on the first media content item.

23. The wireless communication network of claim 22, wherein the transceiver provides the second media content item and the second TTL to the remote device.

24. The wireless communication network of claim 22, wherein the processor determines that the first and second media content items are similar types of media content.

25. The wireless communication network of claim 22, wherein the wireless communication network determines whether the first media content item is still active.

26. The wireless communication network of claim 22, wherein the processor determines media content items to be provided to the remote device before providing the first media content item and the first TTL to the remote device.

27. A method for a wireless communication device comprising:
- receiving a media content item and a first time-to-live (TTL) associated with the media content item from a remote device; and
 - receiving an identifier and a second TTL associated with the media content item from the remote device;
 - identifying the media content item based on the identifier; and
 - replacing the first TTL with the the second TTL.
28. The method of claim 27, wherein receiving a second TTL and an identifier associated with the media content item from the remote device includes receiving the second TTL and at least one of the media content item, a title, a guide, a link, an author, a category, a comment, an enclosure, a publication date, and a source.
29. The method of claim 27, wherein receiving a second TTL and an identifier associated with the media content item from the remote device includes receiving the second TTL and the identifier a periodic time period after receiving the media content item and the first TTL.
30. The method of claim 27, further comprising determining whether the media content item is still active.
31. The method of claim 30, wherein replacing the first TTL with the the second TTL occurs in response to determining that the media content item is still active.